

How Energy Utilities Leverage Resources to Promote High Efficiency

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Together We Can Change National Markets

Objectives

- Describe a national non-profit organized by electric and gas utilities to leverage resources to promote energy efficiency
- Share Lessons Learned for promoting high efficiency with a national brand
- Challenge water utilities to work with electric and gas utilities to promote water and energy efficiency together

What is CEE?

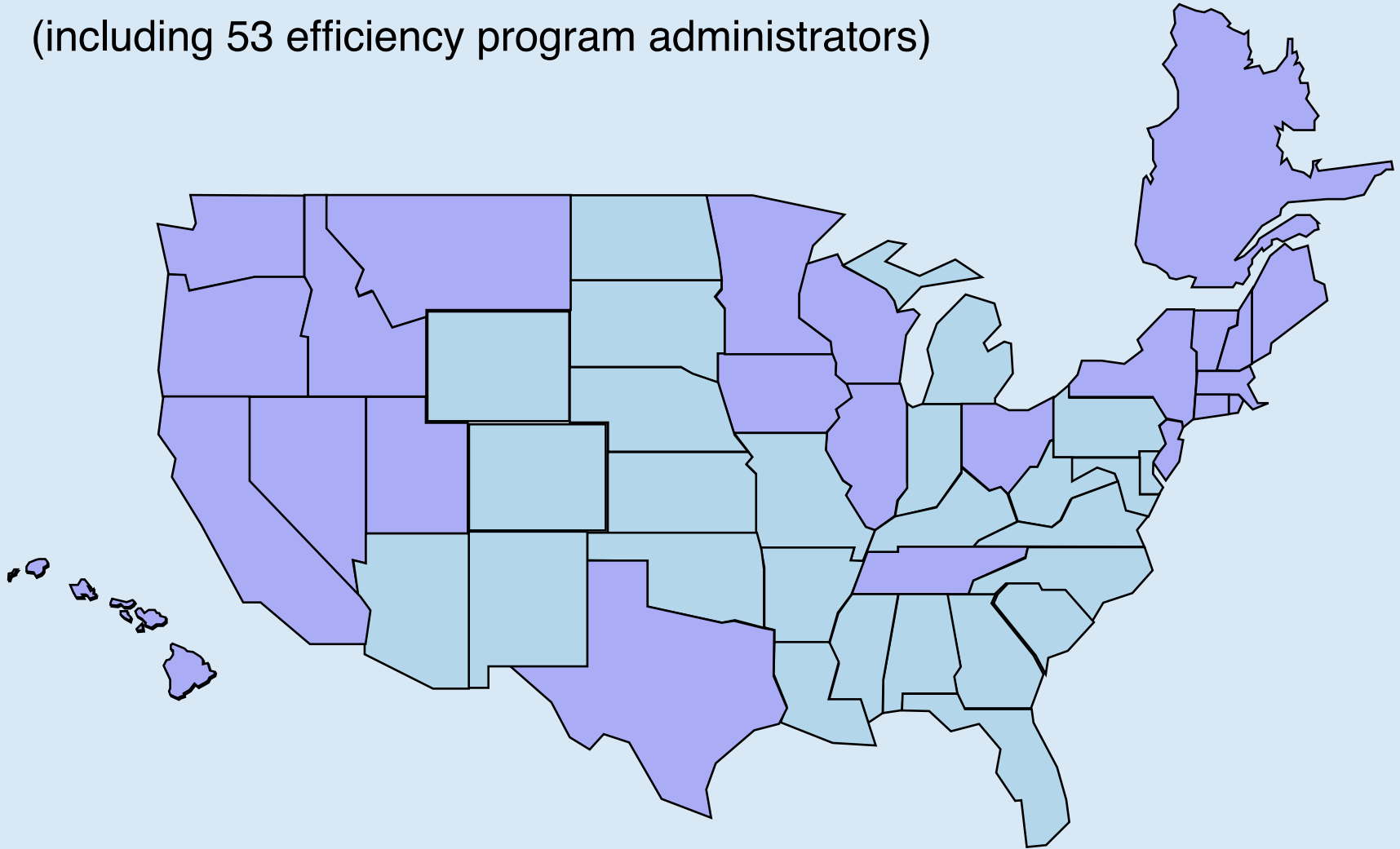
- Non-profit formed by utilities and public stakeholders in 1991 to pursue national strategies linking utility, state and regional programs for otherwise unachievable energy savings
- Successor effort to SERP which pooled utility incentives to make the first super-efficient refrigerator and first national energy efficiency program by utilities

CEE Today



- 72 members
- Sponsoring 16 national initiatives
- Pursuing numerous emerging opportunities
- 21 working subcommittees
- Staff of 15
- \$1.5 million budget
 - 50% from member dues
 - 50% from federal sponsors, supplemental project subscriptions

CEE has 72 members in 23 states and Canada (including 53 efficiency program administrators)



Who can participate in CEE?

- Utility and non utility administrators of mandated efficiency programs
- Efficiency advocates and regional organizations (ACEEE, NRDC)
- State energy and R&D agencies
- DOE's National Labs (LBNL, ORNL, & PNNL)
- NO for-profit firms participate in decision making but input sought and obtained

Sponsors: EPA and DOE

Over 50 Program Administrators

- All CA IOUs
- SMUD, LADWP
- Both NV IOUs
- NW Alliance, Oregon Trust
- BPA, Seattle, Tacoma, Puget
- NW Natural, UtiliCorp Utah
- Hawaii Electric Light Cos.
- TX - Austin + 3 IOUs
- WI - Focus on Energy + IOUs
- Xcel Energy (MN, WI)
- All Iowa IOUs
- IL, MN, VT, Ohio SEOs
- All MA utilities - electric and gas
- Cape Light Compact
- Efficiency Vermont
- All NY- NYSERDA, LIPA and NYPA
- All CT utilities
- NJ electric IOUs
- South Jersey Gas
- All NH utilities
- Vermont Gas
- Gaz Metro (Quebec)
- Maine PUC



What does CEE do?

1. Develops and promotes voluntary national energy efficiency initiatives
3. Provides a national organization for all administrators of mandated efficiency programs
5. Provides a forum for issues common to multiple program administrators

The CEE Model



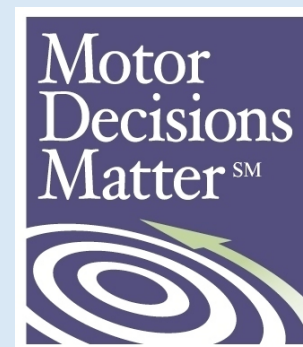
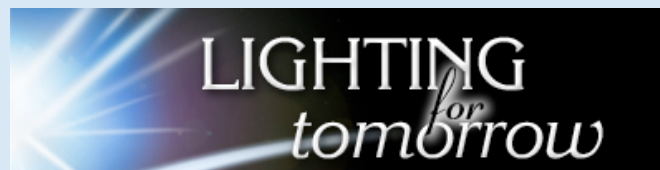
- Utility efficiency programs, not CEE, implement CEE initiatives.
- Programs voluntarily adopt CEE specifications, strategy and/or approach.
- National markets respond to this consistency in specification of high efficiency by programs which then capture more savings more easily and can leverage trade allies' efforts.

Results of Working Together

- Introduction and success of the High Efficiency Clothes Washer
- Successful national brand for energy efficiency
- National brand for premium motors – NEMA PREMIUM
- Advancement of CFLs
- Gains in rooftop units and central AC efficiency
- Industry to industry partnerships



Benefits of Industry Partnerships



- Leverage your marketing by tapping allies' marketing dollars
- Tap allies' credibility - customer relationships, brands
- Enlists other industries to promote high efficiency
- Embeds energy efficiency in minds of other industries' management

Energy efficiency programs
now think and act as a
national industry



Leveraging a National Brand - 1

- INDEPENDENCE – utilities have own, separate interests in ENERGY STAR program
 - *Pursue utility-driven efficiency objectives*
 - *Work to advance own interests while ENERGY STAR must meet multiple stakeholder interests*
- HOW?
 - *Develop own national specifications of high efficiency*
 - *Objective to raise ENERGY STAR efficiency levels over time*

Leveraging a National Brand - 2

- INVESTMENT – efficiency programs spend tens of millions on promoting the brand
- DEFENDING THE BRAND – not just energy efficiency; it's quality, performance and government seal of approval
- PARTNERSHIP OPPORTUNITIES – with manufacturers, retailers, distributors, service providers
- COMPROMISE ON OWN OBJECTIVES

Water and Energy Efficiency Together

- The Opportunity
 - *Lot of synergies to leverage*
 - *Lot of common consumer benefits*
 - *Lot of common interest in serving consumer/public*
- History to build on
 - *Work together on high efficiency clothes washer*
- Overlapping self-interests
 - *Saving hot water is always energy efficient*
 - *Reducing water requirements saves pumping energy*

Water and Energy Efficiency Together

- Why reinvent the brand?
 - *We have a successful brand for efficiency working on water using and non water using appliances*
 - *Why not extend the brand to more water using devices?*
 - Saving water saves energy
 - Leverage the combined water, electric and gas efficiency programs efforts

Water and Energy Efficiency Together

- Next Steps

- *Continue discussion among water utilities about how you want to work nationally on water efficiency*
- *Participate now in CEE efforts on common appliances*
 - Invitation to water utilities to discuss efficiency program recommendations on revising ENERGY STAR dishwasher specification
 - Invitation to water utilities to discuss efficiency program recommendations on 2007 ENERGY STAR clothes washer specification
- *Work together on maximizing efficiency in new supply and treatment facilities*

Challenge: How can we together
get the most leverage for our
efficiency efforts?